



Sales Funnel Planner

Sample Sales Funnel

PURPOSE OF FUNNEL: grow my email list

TARGET AUDIENCE: moms of toddlers who work from home

KEY PAIN POINTS:
inconsistent nap times
never ending balancing act

DESIRED RESULTS:
work / family balance
feeling in control again

MAIN OFFER: free guide on timeblocking

SUB OFFER: schedule a free 30 min strategy session

TRAFFIC SOURCE(S):
Facebook groups
Blog posts
Instagram

EMAIL SERIES:
Tips on time management while
working from home

PAGES NEEDED:

1. Optin Page
2. Thank you page with scheduler link
3. Sales page for end of welcome series

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PAGES NEEDED:



Sales Funnel Map

ENTRY POINT:

PAGE 2:

OPTION 1:

OPTION 2:

NEXT STEPS:



Sales Funnel Ideas

COURSE SALES:

- OPTIN PAGE
- THANK YOU PAGE FOR DIRECT DOWNLOAD
- HAVE A 3-5 EMAIL SERIES TO NURTURE LEAD AND BUILD AWARENESS
- LAST EMAIL WITH LINK TO SALES PAGE FOR COURSE

PROGRAM/SERVICE SALES:

- OPTIN PAGE
- THANK YOU PAGE FOR DISCOVERY CALL
- 3-5 EMAIL SERIES TO NURTURE LEAD AND BUILD AWARENESS
- LAST EMAIL WITH LINK TO SALES PAGE FOR PROGRAM/SERVICE

FACEBOOK CHALLENGES:

- CHALLENGE SIGN UP PAGE
- THANK YOU PAGE FOR FACEBOOK GROUP
- WELCOME TO CHALLENGE EMAIL
- EMAIL EVERY DAY OF CHALLENGE WITH ASSIGNMENT AND REMINDER
- COURSE/PROGRAM SALES PAGE AT END OF CHALLENGE

WEBINARS:

- WEBINAR SIGN UP PAGE
- WEBINAR THANK YOU PAGE
- EMAIL WITH WEBINAR DETAILS
- EMAIL TO REMIND OF WEBINAR
- LIVE/EVERGREEN WEBINAR PAGE
- THANK YOU GIFT PAGE AT END OF WEBINAR
- SEND EMAIL WITH WEBINAR REPLAY PAGE

Sales Funnel Checklist

IDENTIFY TARGET AUDIENCE'S PAIN POINTS

CREATE OPTIN THAT OFFERS THEM A QUICK WIN

DECIDE ON THEIR NEXT STEP

SIGN UP FOR MAILCHIMP OR MAILERLITE

ADD A LANDING PAGE TO YOUR WEBSITE

ADD YOUR EMAIL SIGN UP FORM TO LANDING PAGE

ADD A THANK YOU PAGE WITH NEXT STEP

ADD REDIRECT FROM SIGN UP FORM TO THANK YOU

WRITE WELCOME EMAIL SERIES

ADD LINK TO DOWNLOAD OPTIN TO FIRST EMAIL

DETERMINE WHERE YOUR AUDIENCE HANGS OUT

START PROMOTING YOUR OPTIN AT THOSE SPOTS

BONUS: CREATE A CUSTOM SHORTLINK FOR YOUR LANDING PAGE AT BITLY.COM FOR EASY SHARING



Thank You Page Options

INVITATION TO JOIN YOUR FACEBOOK GROUP

INVITATION TO FOLLOW YOU ON SOCIAL MEDIA

INVITATION TO SIGN UP FOR A STRATEGY CALL

DIRECT DOWNLOAD OF OPTIN

OFFER A TRIPWIRE

ADD A ONE QUESTION SURVEY

ADD A VIDEO

Head swimming with options?

Let's chat!

Hi, there! I'm Dara.

I'm a web designer for mom built businesses. I'm passionate about helping other moms get their businesses online so they can change their family and world!

I know sales funnels can be sooo overwhelming! There are so many moving parts and pieces that it's enough to make your head spin.

But lucky for you, I'm an organization nut who loves doing all the techie behind the scenes work so you can get back to growing your business!

Want to see how I can help you? Check out my packages [here](#).

